

media storage devices having digital media thereon that constitutes all or a portion of said products or services;

a card secured to said package, said card having a data-encoded portion, said data-encoded portion being displaced relative to said package whereby said data-encoded portion is exposed and accessible at the point of sale of the products or services to be delivered, said data-encoded portion including data that allows the activation process to begin through a point-of-sale activation device;

wherein said data is associated with the products or services to be delivered.

Claim 2 The packaged delivery system as recited in claim 1, wherein said data-encoded portion of said card includes a unique control number; and said card further includes a personal identification number applied to a surface of said card, said unique control number and said personal identification number being associated with one another and with the products or services to be delivered.

Claim 3 The packaged delivery system as recited in claim 1, wherein said package includes a first panel and a second panel attached to said first panel, said first and second panels being in substantially congruent relationship with one another when said package is in a closed position.

Claim 4 The packaged delivery system as recited in claim 3, wherein said package further includes a pocket secured to one of said first and second panels; said at least one component related to the products or services to be delivered is retained within said pocket when said package is closed, said at least one component being removable from said package when said package is open.

Claim 5 The packaged delivery system as recited in claim 4, wherein said card

is secured to said one of said first and second panels.

Claim 6 The packaged delivery system as recited in claim 4, wherein said card is secured to the other of said first and second panels.

Claim 7 (Delete).

Claim 8 The packaged delivery system as recited in claim 1, wherein said data-encoded portion of said card is a magnetic strip.

Claim 9 The packaged delivery system as recited in claim 2, further including: tamper evident means for providing an indication if said personal identification number is secure.

Claim 10 The packaged delivery system as recited in claim 9, wherein said tamper evident means is an opaque scratch-off material obscuring said personal identification number during display of said packaged delivery system.

Claim 11 The packaged delivery system as recited in claim 2, wherein said personal identification number is obscured by said package when said package is closed.

Claim 12 (Amended). A packaged delivery system for point-of-sale activation of products or service to be delivered, said package delivery system comprising:

a package;

at least one component related to the products or services to be delivered, said at least one component being retained within the package, wherein said one component is a CD, CDs, CVD, CVDs or other digital media storage devices having digital media thereon that constitute all or a portion of said products or services;

a card secured to said package, said card including a personal identification

number applied to a surface of said card, said personal identification number being associated with the products or services to be delivered;

a unique control number being associated with said personal identification number and the products or services to be delivered, said unique control number being encoded on one of said package, said card and said at least one component related to the products or services to be delivered.

said card to one of said first and second panels.

Claim 13 (Amended). A package for use in a packaged delivery system for point-of-sale activation of product or services to be delivered, the package adapted for securing a first card thereto and for retaining at least one component related to the products or services to be delivered, the first card including a personal identification number related to the products or services to be delivered, said package including:

a first panel;

a second panel attached to said first panel, said first and second panels being in substantially congruent relationship with one another when said package is in a closed position;

means for retaining said at least one component related to the products or services to be delivered within said package when said package is in a closed position, said at least one component being removable from said package is in an open position, wherein said one component is a CD, CDs, CVD, CVDs or other digital media storage devices having digital media thereon that constitute all or a portion of said products or services;

means for securing said card to one of said first and second panels.

Claim 14 The package as recited in claim 13, wherein said means for retaining is attached to said one of said first and second panels.

Claim 15 The package as recited in claim 14, wherein said means for retaining is a pocket.

Claim 16 The package as recited in claim 13, wherein said means for retaining is attached to the other of said first and second panels.

Claim 17 The package as recited in claim 16, wherein said means for retaining is a pocket.

Claim 18 The package as recited in claim 13, wherein said first panel is bonded to said second panel when said package is closed.

Claim 19 (Amended). A method of ~~activating delivery of goods or services at the point-of-sale~~ delivering goods or services in the form of digital information, the method comprising the steps of:

- (a) providing all or a portion of said digital information on a CD, CVD or other digital storage device at the point-of-sale;
- (a)
- (b) associating a persona identification number with said goods or services;
- (b)
- (c) associating a number with said personal identification number;
- (c)
- (d) using a point of sale activation device to transmit said number to a processing apparatus;
- (d)

(e) activating said personal identification number by said processing apparatus; and

(e)

(f) then activating ~~delivery of~~ access to said goods or services by communicating with said processing apparatus.

Claim 20 The method of claim 19, wherein said number is selected from the group consisting of: a control number, a serial number and an identity number of a chip.

Claim 21 The method of claim 19, wherein said number is encoded on a data encoded strip.

Claim 22 The method of claim 21, wherein said data encoded strip is selected from the group consisting of magnetic strip, bar code, or chip.

Claim 23 The method of claim 21, wherein said data encoded strip is on a card.

Claim 24 The method of claim 21, wherein said data encoded strip is on a package.

Claim 25 (Delete).

Claim 26 (Delete).

Claim 27 (Delete).

Claim 28 (Amended). The methods of claim ~~25~~ 21, wherein the number is encoded on ~~said a package and~~ said a package and obscured with tamper evident means ~~compromising a sticker affixed to said package~~.

Claim 29 A method of delivering a product to a buyer from a provider that facilitates licensing control of the product; the method comprising:

(a) associating a personal identification number with a product;

- (b) encoding said personal identification number on to a data encoded strip;
- (c) then using a point-of-sale activation device to activate said personal identification number;
- (d) providing said buyer with said personal identification number;
- (e) providing said identification number from said buyer to a provider;
- (f) requesting product registration by said provider from said buyer;
- (g) receiving product registration by said provider from said buyer;
- (h) creating a unique identification number associated with a buyer's computer program, said unique identification number being required to access said product;
- (i) embedding said unique identification number into said product; and
- (j) delivering said product with said embedded unique identification number.

Claim 30 The method of claim 29, wherein said product registration includes the serial number of a buyer's computer.

Claim 31 The method of claim 29, wherein said product registration includes the serial number of a buyer's hard drive.

Claim 32 The method of claim 29, wherein said product is software.

CLEAN VERSION

Claim 1 (Amended). A packaged delivery system for point-of-sale activation of products or services to be delivered, said packaged delivery system comprising:

a package;

at least one component related to the products or services to be delivered, said

at least one component being retained within said package when said package is in a closed position, wherein said one component is a CD, CDs, CVD, CVDs or other digital media storage devices having digital media thereon that constitute all or a portion of said products or services.

Claim 2 The packaged delivery system as recited in claim 1, wherein: said data-encoded portion of said card includes a unique control number; and said card further includes a personal identification number applied to a surface of said card, said unique control number and said personal identification number being associated with one another and with the products or services to be delivered.

Build
Claim 3 The packaged delivery system as recited in claim 1, wherein: said package includes a first panel and a second panel attached to said first panel, said first and second panels being in substantially congruent relationship with one another when said package is in a closed position.

Claim 4 The packaged delivery system as recited in claim 3, wherein: said package further includes a pocket secured to one of said first and second panels; said at least one component related to the products or services to be delivered is retained within said pocket when said package is closed, said at least one component being removable from said package when said package is open.

Claim 5 The packaged delivery system as recited in claim 4, wherein: said card is secured to said one of said first and second panels.

Claim 6 The packaged delivery system as recited in claim 4, wherein: said card is secured to the other of said first and second panels.

Claim 7 The packaged delivery system as recited in claim 1, wherein: said at

least one component related to the products or services to be delivered is selected from the group consisting of: a CD, CDs, a CVD, CVDs, publications, collateral printed materials, a gift box containing at least one additional card and gift boxes, each containing at least one additional card.

Claim 8 The packaged delivery system as recited in claim 1, wherein: said data-encoded portion of said card is a magnetic strip.

Claim 9 The packaged delivery system as recited in claim 2, further including: tamper evident means for providing an indication if said personal identification number is secure.

Benx
Claim 10 The packaged delivery system as recited in claim 9, wherein: said tamper evident means is an opaque scratch-off material obscuring said personal identification number during display of said packaged delivery system.

Claim 11 The packaged delivery system as recited in claim 2, wherein: said personal identification number is obscured by said package when said package is closed.

Claim 12 (Amended). A packaged delivery system for point-of-sale activation of products or service to be delivered, said package delivery system comprising:

a package;

at least one component related to this products or services to be delivered, said at least one component being retained within the package, wherein said one component is a CD, CDs, CVD, CVDs or other digital media storage devices having digital media thereon that constitute all or a portion of said products or services.

Claim 13 (Amended). A package for use in a packaged delivery system for

point-of-sale activation of product or services to be delivered, the package adapted for securing a first card thereto and for retaining at least one component related to the products or services to be delivered, the first card including a personal identification number related to the products or services to be delivered, said package including:

a first panel;

a second panel attached to said first panel, said first and second panels being in substantially congruent relationship with one another when said package is in a closed position;

Box
means for retaining said at least one component related to the products or services to be delivered within said package when said package is in a closed position, said at least one component being removable from said package is in an open position, wherein said one component is a CD, CDs, CVD, CVDs or other digital media storage devices having digital media thereon that constitute all or a portion of said products or services.

Claim 14 The package as recited in claim 13, wherein: said means for retaining is attached to said one of said first and second panels.

Claim 15 The package as recited in claim 14, wherein: said means for retaining is a pocket.

Claim 16 The package as recited in claim 13, wherein: said means for retaining is attached to the other of said first and second panels.

Claim 17 The package as recited in claim 16, wherein: said means for retaining is a pocket.

Claim 18 The package as recited in claim 13, wherein: said first panel is bonded

to said second panel when said package is closed.

Claim 19 (Amended). A method of delivering goods or services in the form of digital information, the method comprising the steps of:

- (a) proving all or a portion of said digital information on a CD, CVD or other digital storage device at the point-of-sale;
- (b) associating a personal identification number with said goods or services;
- (c) associating a number with said personal identification number;
- (d) using a point of sale activation device to transmit said number to a processing apparatus;
- (e) activating said personal identification number by said processing apparatus; and
- (f) then activating access to said goods or services by communicating with said processing apparatus.

Claim 20 The method of claim 19, wherein said number is selected from the group consisting of: a control number, a serial number and an identity number of a chip.

Claim 21 The method of claim 19, wherein said number is encoded on a data encoded strip.

Claim 22 The method of claim 21, wherein said data encoded strip is selected from the group consisting of:

magnetic strip, bar code, or chip.

Claim 23 The method of claim 21, wherein said data encoded strip is on a card.

Claim 24 The method of claim 21, wherein said data encoded strip is on a package.

Claim 25 A method of using a number encoded on a package to provide point-of-sale delivery of goods or services, the method comprising the steps of: (a) associating a number with goods or services; (b) encoding said number on to a package; (c) then using a point-of-sale activation device to transmit said number to a processing apparatus; (d) then activating said number by said processing apparatus; and (e) then activating delivery of said goods or services by said processing apparatus.

Claim 26 The method of claim 25, wherein said number is encoded as a bar code.

Claim 27 The method of claim 25, wherein said number is selected from the group consisting of: a control number, a serial number and an identity number of a chip.

Claim 28 (Amended). The methods of claim 21, wherein the number is encoded on a package and obscured with tamper evident means.

Claim 29 A method of delivering a product to a buyer from a provider that facilitates licensing control of the product; the method comprising:

- (a) associating a personal identification number with a product;
- (b) encoding said personal identification number on to a data encoded strip;
- (c) then using a point-of-sale activation device to activate said personal identification number;
- (d) providing said buyer with said personal identification number;
- (e) providing said identification number from said buyer to a provider;
- (f) requesting product registration by said provider from said buyer;
- (g) receiving product registration by said provider from said buyer;
- (h) creating a unique identification number associated with a buyer's computer

program, said unique identification number being required to access said product;

- (i) embedding said unique identification number into said product; and
- (j) delivering said product with said embedded unique identification number.

Claim 30 The method of claim 29, wherein said product registration includes the serial number of a buyer's computer.

Claim 31 The method of claim 29, wherein said product registration includes the serial number of a buyer's hard drive.

Claim 32 The method of claim 29, wherein said product is software.

REMARKS

The Esteemed Examiner is thanked for point out certain issues requiring corrections. The Claims have been Amended to overcome the Esteemed Examiner's rejections pursuant to 35 U.S.C. §102 and §35 U.S.C. 103.

The Esteemed Examiner primarily relies on Fiala et al (U.S. Patent No. 5,918,909) as the basis for the Esteemed Examiner's rejections of the Claims pursuant to both 35 U.S.C. §102 and §35 U.S.C. 103. Accordingly, most of the remarks are addressed to the Fiala Application. Particularly, the Fiala Application constitutes an invention that is used to activate a credit on an account. The Fiala invention is primarily intended to activate a gift card account or credits on a telephone account, etc. In contrast, the present invention is focused on security measures to ensure delivery of a particular product, digital information, to an actual purchaser but with safeguards

therein to prevent the delivery of such digital information to persons stealing or otherwise facilitating unauthorized access to the digital information. Though not limited to any particular digital information, the most recognized use of the subject invention is the delivery of digital information in the form of CD music, CD/CVD computer software, CD and CVD movies. These items are particularly susceptible to theft due to their compact size. The present invention provides for a digital information product (for example, a CD with digital information stored thereon), and an access program digitally stored on the CD requiring an access code. The access code is not provided with the product. What is provided is a control number and a personal identification number (PIN).

The control number is imbedded into a magnetic strip, bar code or chip or like media that can be read by a point-of-sale activation device. The PIN is written on the package containing the CD but could actually be printed on the CD itself. The PIN is useless until such time that the control number is accessed by the point-of-sale activation device. The point-of-sale activation device scans the magnetic strip, bar code or chip, receives the control number and sends same to the product provider's process apparatus (i.e., computer server). Once the control number is received by the product provider's processing apparatus, such processing apparatus is prompted to receive the PIN pre-associated with the control number. The provider's processing unit is preprogrammed to receive a corresponding PIN from the buyer via telephone and/or computer access to the provider's processing apparatus by the buyer. Once the PIN is delivered to the provider's processing apparatus by the buyer, the specific access code

corresponding to the access program on the purchased CD is provided to the buyer via telephone and/or computer internet means. Once the buyer utilizes the access code thus initiating the access program on the CD, the digital information on the CD become accessible and thus usable by the buyer. The important distinction between the subject matter of the Fiala patent and the present invention is that the Fiala Application does not anticipate or teach the use of digital storage media having the digital information product thereon which is preprogramed to receive an access code which will make the digital information on the storage media available to the buyer.

The present invention also contemplates the delivery of additional information over the internet or similar media transfer services. Once the access code has been delivered to the buyer, the program on the CD can also communicate with the provider's service to facilitate an additional download of digital information to a computer hard drive or digital storage device.

The present invention's use of the storage disc or other digital storage media in combination with the use of the control number, PIN, point-of-sale activating device and the provider's processing apparatus is not taught by Fiala. Neither is such a combination addressed in U.S. Patent No. 4,640,413 issued to Kaplan et al or Pearce et al (U.S. Patent No. 6, 243,468).

Claims 1, 12, 13 and 19 have been amended to incorporate the importance of the interaction of the digital storage media as a component part of the subject invention. Claim 28 has been amended to depend from Claim 21 which in turn depends from Claim 19. Claim 7 and Claims 25 through 27 have been deleted. The remaining

Claims depend from independent claims that have been amended to more accurately set forth the distinguishing characteristics of the subject invention. In view of the above, it is submitted that Claims 1 through 6, 12 through 24 and 28 through 32 are in condition for allowance. Reconsideration of the Esteemed Examiner's rejection of these claims is respectfully requested. Accordingly, allowance of Claims 1 through 6, 12 through 24 and 28 through 32 are earnestly solicited.

Respectfully submitted,

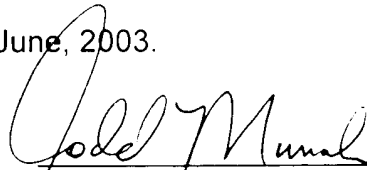
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TODD B. MURRAH